

2009

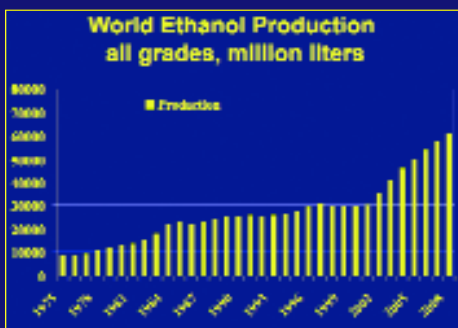
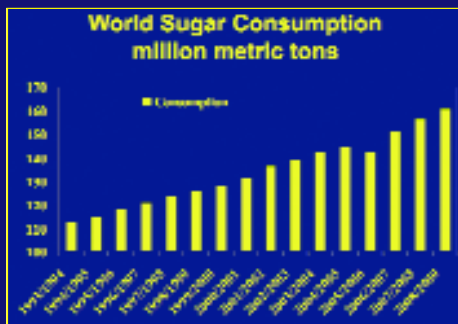
Sugar Journal 
media kit



The Leading Resource for the Global Sugar Industry

Future of Sugar

Sugar: it has long been the leading sweetener in the world and today is evolving into a leading global energy source. World usage of sugar has increased by more than 30% in the past 10 years and is expected to continue to grow at a steady pace for the foreseeable future. Production of sugarcane and sugarbeets has expanded to keep up with the increased consumption.



farmers or work in the agricultural sector. Almost 60% of our readers are involved in specifying or approving purchases for their business.

On average in 2008 3,805 copies of *Sugar Journal* were distributed each month by mail directly to readers and via bonus distribution to qualified readers at various international conferences. With an average 6 readers per copy, *Sugar Journal's* monthly readership is approximately 22,830*.

Sugar Journal's editorial content is written specifically for industry personnel on a world-wide basis in English; Spanish and Portuguese translations are included when appropriate.

With targeted circulation and sound, practical editorial, *Sugar Journal* provides the best vehicle to reach, brand, and sell your products and services to the international sugar community.

Editorial Staff –

- Romney Kriedt-Richard, Publisher & Executive Editor • Dr. Charley Richard, Editor
- Dr. Garry Smith, Associate Editor • Dr. Steve Clarke, Technical Editor
- Dr. Guilherme Rossi Machado, Editor - Brazil

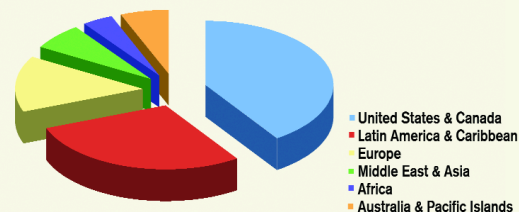
Today, the high cost of energy coupled with concern for our environment means many factories are increasing their production of alcohol from sugar cane, beets, and corn.

Sugar Journal, the leading resource for the global sugar industry, is a monthly publication dedicated to informing readers of the latest industry trends in cane, beet, and corn production, processing and refining. Emphasis is also given to ethanol and bio-fuels produced from these raw material.

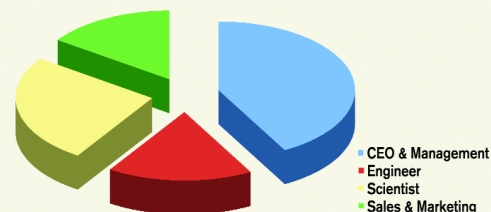
Sugar Journal readers reside in almost every sugar-producing country in the world. According to a 2008 reader survey, over 50% of readers are upper management and engineers, working for companies that own factories, refineries or distilleries. Another 18% are

Circulation

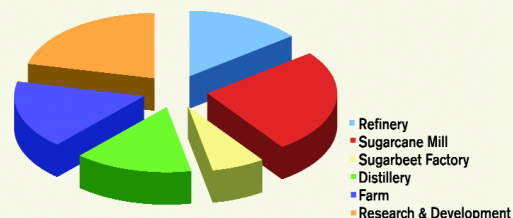
World Distribution of Sugar Journal



Readers' Areas of Expertise



Readers' Sectors of Industry



When asked recently in a survey, what did our readers like about *Sugar Journal*, these were some of the answers:

"It is very difficult to remain consistent in any business. *Sugar Journal* is there for so many years and despite many odds. I appreciate (that)."

"Keeping abreast of sugar issues – regionally, nationally and internationally."

"The complete and wide coverage of the sugar and ethanol universe with up-to-date information covering different producing countries and markets."

"Nearly everything. It's diversity is its strength. Having a good balance between domestic and foreign articles is a plus. The columnists are excellent."

Advertising Inquiries

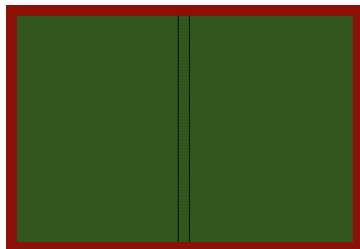
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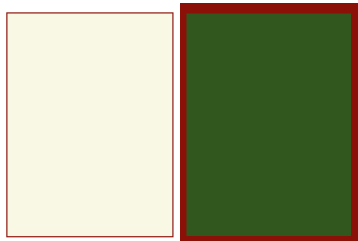
Sugar Journal
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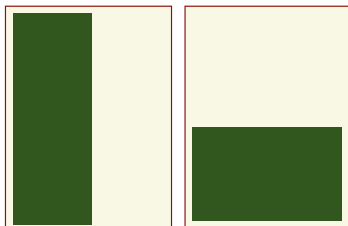
	Issue	Advertising Deadline
January	A preliminary report on the Louisiana Division of the American Society of Sugar Cane Technologists meeting. ★ Bonus Distribution: ASSCT, February 5-7, Baton Rouge, LA, USA	12/12/08
February	Beets and Biotechnology – The means for driving the sugar beet and cane industries forward to stay competitive in the aggressive world market of sugar. Report on the US sugarbeet industry. ★ Bonus Distribution: ASSBT, February 25-28, Orlando, FL, USA	1/9/09
March	A preliminary report on the Sugar Industry Technologist (SIT) meeting to take place in India and annual report on the US Refinery industry including daily melting capacity. ★ Bonus Distribution: SIT, April 5-8, New Delhi, India	2/13/09
April	Reports on the Louisiana sugarcane industry, including production data, factory and personnel listings of all factories in Louisiana. 2009 European Society for Sugar Technology 1st ESST Conference Joint Meeting of ESST and VDZ. ★ Bonus Distribution: ESST meeting, May 18-20, Rotterdam, The Netherlands	3/13/09
May	Mexico and Central America – a look into the sugar industry in Mexico and the countries in Central America. Preview of SIMTEC 2009. Highlights feature cogeneration, biotechnology and energy within the sugarcane industry. ★ Bonus Distribution: SIMTEC, June 30-July 3, Piracicaba, Brazil	4/10/09
June	Abstracts for the Joint Louisiana & Florida meeting of the American Society of Sugar Cane Technologists held in St. Petersburg, FL. ★ Bonus Distribution: Joint ASSCT, June 17-19, Biloxi, MS, USA	5/15/09
July	An update on the Florida industry and the 2007/08 Florida/Texas/Hawaiian sugar production data, factory and personnel listing. A report on the ASSCT will be included.	6/12/09
August	Brazil – One of the largest producers of sugarcane in the world, their use of ethanol and co-generation. ★ Bonus Distribution: Fenasucro, September 1-4, Sertãozinho, Brazil	7/10/09
September	Sugar Journal's annual 2009 Buyers' Guide – Qualifying advertisers receive FREE listings and FREE editorial in this issue. Be sure to include your company in the industries buying guide!	8/14/09
October	The annual Latin American issue updates the sugar community to include news, technical articles and sugar production data from the Latin American countries.	9/11/09
November	New Products & Technology issue highlights new products that are advancing technology in the global sugar industry. Advertisers will receive a free product release with a picture.	10/9/09
December	Ethanol Production in Brazil and Other Emerging Markets – This issue will explore the rapid growth of sugar production in Brazil, as well as other emerging markets. The cumulative index of articles and authors of 2009 issues.	11/13/09



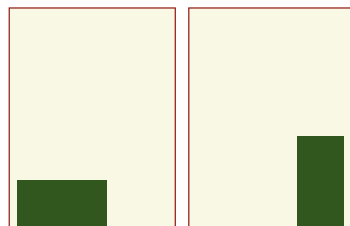
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Bleed: 17.5 x 11.5
Live Area: 16 x 10.5



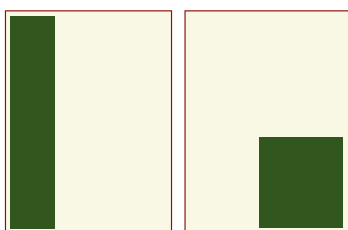
Full Page – No Bleed: 8.5 x 11
Bleed: 8.75 x 11.5
Live Area: 8 x 10.5



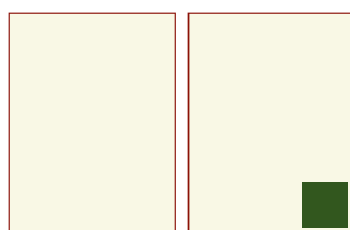
1/2 Page V – No Bleed: 3.6 x 9.6
1/2 Page H – No Bleed: 7.1 x 4.75



1/6 Page H – No Bleed: 4.75 x 2.3
1/6 Page V – No Bleed: 2.3 x 4.75



1/3 Page V – No Bleed: 2.3 x 9.6
1/3 Page H – No Bleed: 4.75 x 4.75



1/12 Page – No Bleed: 2.3 x 2.3

Format for Submitting Ads

Digital Specifications

Only electronic files accepted, CD or DVD
Ship all materials to:
Attn: Sugar Journal Production
3803 Cleveland Ave.
New Orleans, LA 70119 USA
Electronic Submission:
mindy@sugarjournal.com or
FTP: ftp://ftp.sugarjournal.com

Acceptable File Formats

All files need to be print quality (300 dpi) and CMYK color format. File formats accepted: Quark Xpress 6.5 or older, print quality PDFs (8.1.2 Adobe Reader), high quality Tiff and EPS. Use 133-line screen.

Fonts

Please include all screen and printer fonts and only the fonts that are used in the work submitted. Supply all supporting documents, e.g. fonts, QXD, Photoshop files.

Trim Size – 8.5" x 11"

Binding – Saddle-stitched

Column Width – 2.3"

Printing Method – Sheet fed

Should any terminology in this section be unfamiliar, please contact our advertising production manager, mindy@sugarjournal.com

2009 Display Advertising Rates

Size	1 Times	3 Times	6 Times	12 Times	18 Times
Back Cover*	\$3,400	\$3,200	\$3,000	\$2,900	\$2,800
1 Page	\$1,800	\$1,500	\$1,300	\$1,200	\$1,100
1/2 Page	\$1,050	\$ 950	\$ 850	\$ 750	\$ 700
1/3 Page	\$ 900	\$ 800	\$ 700	\$ 650	\$ 600
1/6 Page	\$ 500	\$ 450	\$ 400	\$ 350	\$ 300
1/12 Page	\$ 300	\$ 250	\$ 200	\$ 175	\$ 150

Four Color Process – \$600

* Price includes 4 Color Process

All advertising paid in US dollars, drawn on a US bank

Multiple advertisers receive a FREE listing on our website and a FREE hyperlink from www.sugarjournal.com to your website. List your website on our SugarSites Page in every issue for \$60 per month or FREE with a 6 time advertising schedule.

Electronic Advertising

Every other week, the editors of *Sugar Journal* send out a requested complimentary E-Newsletter, **Sugar & Energy Notes**. The newsletter includes up-to-date news on the international sugar industry and growing biofuels and ethanol markets. After many requests, in 2009, suppliers have the opportunity to advertise in this popular newsletter. **Sugar & Energy Notes E-Newsletter 26 newsletters per year** – \$100 per month for two newsletters. **SugarJournal.com** includes information on the magazine, along with articles that have been published. In 2009, **SugarJournal.com** will accept advertising on the website. Website banner rates are dictated by print advertising frequency.

\$100 per month – 12x advertisers

\$200 per month – 3x advertisers

Contracts are sold for 6 or 12 months

\$150 per month – 6x advertisers

\$250 per month – less than 3x or non-advertisers

SugarJournal.com